

LORENA M. HERNANDEZ

June 20, 2010

The Honorable Julius Genachowski
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski:

As a Latina, I personally have seen the effects that lack of diverse representations has had on my family and the community-at-large.

For this reason, I have committed myself to working on behalf of those underserved and underrepresented communities. I have spent my career in the non-profit world advocating for youth and families on vast issues from education to healthcare to impacts of the media. Throughout my work, I've also worked to educate and inform others about the importance of diversity and implemented programs to change the paradigm.

It is through this work that I was offered the opportunity to join the Walter Kaitz Foundation—an organization founded by the cable industry to work on diversity within the industry.

One of the founding members of the Kaitz Foundation is Comcast. It's through this work that I witnessed first-hand Comcast's TRUE commitment to diversity.

Over three years ago, I was honored to be asked to be a part of Comcast. I joined Comcast for three reasons: 1) Demonstrated commitment to the community; 2) Duty to its employees and customers; and, 3) Dedication to diversity within its employees and supporting diverse community organizations.

Comcast has been a pioneer on many fronts, including in the area of diversity. There are companies that talk about diversity, but few that take action for diversity.

Comcast has taken the lead—from establishing '*Entre Hermanas*'—the first-ever Multi-generational Latina Mentoring Program in the country in partnership with HOPE (Hispanas Organized for Political Equality) to launching *New America Now*—the first-ever partnership and program with New America Media that delivers the diverse voices and views of the ethnic media.

LORENA M. HERNANDEZ

These are but a few examples of Comcast's demonstrated commitment to community and diversity.

As a Latina and a proud Comcast employee, I ask that you consider the investment and impact Comcast has made in our customers, employees, and our community. I ask that you support the venture with NBC Universal.

Sincerely,

Lorena Hernandez
Regional Director
Comcast California

CC:

Commissioner Michael J. Copps
Commissioner Robert M. Mc Dowell
Commissioner Mignon Clyburn
Commissioner Attwell Baker